

Häfele America Co. Reinvents Customer Experience with The Conexiom Platform

Overview

Industry:	Manufacturing
Market Sector:	Construction and Hardware Manufacturing
Segment:	Enterprise
Solution Used:	Sales Order Automation

Häfele America Co., a subsidiary of Häfele Worldwide, provides hardware and fitting systems, LED lighting, and electronic access control systems. Around the world, architects, designers, builders, and customers from the furniture industry rely on Häfele's expertise, products, and services.

Häfele America Co. brings not only the finest products, but unparalleled expertise. Committed to its customers, the company prioritizes customers' needs and understands their requirements to identify opportunities for improvement. Therefore, building customer relationships is key to its success in both commercial and residential markets.

Automation Outcomes

-  Eliminate manual document processing
-  Re-deploy staff to focus on customer experience

Challenge

As Häfele discovered more customers submitting orders via email, the amount of time spent manually keying in orders exponentially increased. Searching for a way to prioritize its customer consultations and eliminate manual data entry led Häfele America Co. to search for an efficient solution that could scale with the increased number of emailed purchase orders.

The problem, as Pepi Stahlmann, Director of Customer Service, explained, “It’s a resource hog. We can’t add more staff at the same rate that emailed order volume is increasing. Employees started spending too much time manually inserting orders, and there is little value in that task.”

Additionally, once ordered, products must reach their destination quickly and accurately. Manually entering orders caused potential errors and delays, leading Häfele to search for a modern solution.

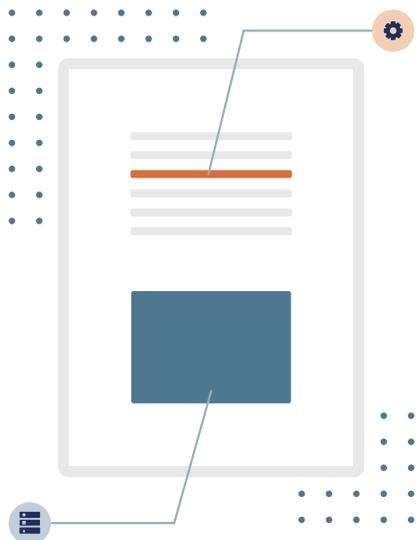


Solution

Häfele pursued Conexiom because it effectively provided the best solution for processing emailed purchase orders.

What differentiated Conexiom was that it provided touchless document processing with 100% data accuracy, which reduced costly and inefficient work to maximize business outcomes.

The onboarding process was straightforward, and Häfele quickly implemented The Conexiom Platform. Conexiom's customer success specialist provided prompt support and was readily available throughout the onboarding process.



Automating Manual Document Processing

Conexiom is the only vendor that delivers complex data transformation and touchless document processing with 100% data accuracy. Conexiom is a fully automated, purpose-built solution that solves the shortcomings of RPA, OCR, and workflow technologies.



Complex Data Transformation

Conexiom automates the transformation of millions of electric documents, regardless of format, complexity, or repeatability.



100% Data Accuracy

Orders and invoices are transcribed with 100% data accuracy, eliminating costly errors.



Touchless Document Processing

Custom process mapping and advanced AI algorithms eliminate manual processing, process inefficiencies and processing errors.

Business Outcomes

Häfele's key objective for Conexiom was to redeploy staff to focus on customer relationship-building tasks that would help grow business and deliver an unparalleled customer experience.

Stahlmann said, "Employees can now take calls on non-structured orders that are more custom, as well as spend more time with customers. They have time to answer questions on product selection, installation, and support sales staff in providing data and reports."

Stahlmann added, "It forced us to sort out the customers that have structured orders and look at our order flow through that lens. It was easy to put it all together and implement Conexiom. It's a seamless process once you get up and running."

Modern companies like Häfele know that understanding customer purchase behavior is key to profitability and growth. Subsequently, companies can adjust their operations to accommodate the needs of customers.



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Conexiom turns digital documents into touchless outcomes with 100% data accuracy.



Make your company easy to do business with.

Build enduring, frictionless relationships with customers and suppliers without requiring them to change their processes.

About Conexiom

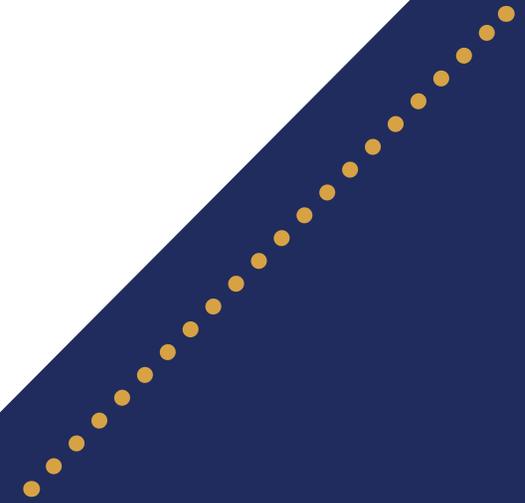
Conexiom's cloud-based automation platform eliminates manual entry and approvals in the order-fulfillment process by transforming complex data into 100% accurate, touchless transactions, delivered seamlessly into the ERP. Manufacturers and distributors across the globe, such as Grainger, Genpak, Prysmian, Rexnord, USESI, and Compugen, trust Conexiom to improve efficiency, speed and accuracy, increase profitability, and elevate the customer experience, while eliminating unnecessary costs from manual approaches.

Conexiom is based in Vancouver, British Columbia, and has offices in Kitchener, Ontario; London, England; and Chicago, Illinois.

Learn More

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CUSTOMER STORY: JOHNSTONE SUPPLY NW



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